

# 2025 NON-SCHOOL-BASED MEMBERS SURVEY



## BACKGROUND

[First Book Research & Insights](#) is the research arm of First Book, a national nonprofit expanding educational opportunities for children in low-income communities. Producing up to 20 studies a year, it informs organizational strategy, conducts commissioned research for partners, and elevates the voices of the 600,000 educators and 6.5 million students First Book serves.

While a majority of First Book’s current members are based in Title I or Title I eligible schools, millions more are eligible: the dedicated adults working or volunteering in non-school-based community programs and nonprofits. This includes public libraries, food shelves, after-school programs, health clinics, faith-based programs, and any setting where 70% of the children served come from low-income families. First Book’s five-year strategic plan to serve 27 million children by 2030 includes reaching more children and educators in non-school-based settings.



## 2025 SURVEY OF NON-SCHOOL-BASED MEMBERS

In 2025, First Book Research & Insights surveyed non-school-based members to better understand their unique needs and gather their assessments and feedback regarding First Book’s effectiveness and impact to date. The survey enabled participants to provide their input anonymously to encourage candid input and ensure more accurate data through confidentiality of individual responses.

*“Before First Book, we hosted six summer events a year; now we host 11. And we gift each family read-aloud books at all 11 events and each child gets to choose another free book from a book buffet. All the books are new. SO many families attend.”*

*- First Book Member*



# SURVEY FINDINGS

A total of 559 non-school-based members responded to the survey:

## PROGRAMMATIC GOALS

**87%**

of respondents indicated that distributing books is part of their programmatic support for children and families

### TOP THREE GOALS FOR SELECTING/ACCESSING BOOKS:

- 1 To help children develop a love of reading (70%)
- 2 To provide books where children can see themselves (64%)
- 3 To increase access to bilingual and non-English books (52%)

## FIRST BOOK IMPACT

**88%**

of respondents have recommended First Book to a friend or colleague

**65%**

said that First Book reduced the amount of money they have personally spent out of their own pockets for books

**56%**

said that First Book has allowed them to reach more children and families

**69%**

said that First Book has increased students' interest in reading

**64%**

said that First Book has strengthened the impact of their programs

## WHAT THEY NEED

**64%**

of respondents want resources enabling them to better engage families and caregivers, such as resources that explain why reading is important, and tips for parents on fostering a love of reading at home.